

ORDER



WKYC

Orders	Order / Rev:	<u>706100</u>	
	Alt Order #:	<u>06275157</u>	
	Product Desc:	<u>CROSSROADS GPS</u>	
	Estimate:	<u>1215</u>	
	Flight Dates:	<u>08/15/12 - 08/21/12</u>	
	Original Date / Rev:	<u>09/24/12 / 09/24/12</u>	
	Order Type:	<u>Political</u>	
Agency	Name:	<u>Mentzer Media Services/ POL</u>	
	Buying Contact:	<u></u>	
	Billing Contact:	<u></u>	
		<u>600 Fairmount Ave. Suite 306</u>	
		<u>Towson, MD 21286</u>	
Advertiser	Name:	<u>Crossroads GPS</u>	
	Demographic:	<u>A35+</u>	
	Product Codes:	<u>IS-Candidate/Presidential,IS-Candidate/</u>	
	Priority:	<u>P-2</u>	
	Revenue Codes:	<u>AGY, GEN, POL</u>	
		New Business Thru:	<u></u>
		Order Separation:	<u>00:15:00</u>
		Advertiser External ID:	<u></u>
		Agency External ID:	<u></u>

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
07/30/12	08/21/12	74	\$103,450.00	\$87,932.50	August 2012	74	\$103,450.00	\$87,932.50	0.00
					Totals	74	\$103,450.00	\$87,932.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer	North America	North America	Start Of Order - End Of Order	100%

Joe Knauer Start Of Order - End Of Order 100%

Ln	Ch	Start	End	Inventory	Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount													
1	WKYC	08/15/12	08/17/12	M-F	6-7a	CM	6a-7a	--WTF--	:30	6	\$1,000.00	P-2	0.00	NM	6	\$6,000.00													
Channel 3 News Today @ 6AM																													
2X PER DAY																													
<table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 08/13/12</td> <td>08/19/12</td> <td>--WTF--</td> <td>6</td> <td>\$1,000.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 08/13/12	08/19/12	--WTF--	6	\$1,000.00	0.00	6	\$6,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																								
Week: 08/13/12	08/19/12	--WTF--	6	\$1,000.00	0.00																								
2	WKYC	08/15/12	08/17/12	M-F	7-9a	Today	CM	7a-9a	--WTF--	:30	6	\$1,000.00	P-2	0.00	NM	6	\$6,000.00												
Today Show																													
2X PER DAY																													
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																								
Week: 08/13/12	08/19/12	--WTF--	6	\$1,000.00	0.00																								
3	WKYC	08/15/12	08/17/12	M-F	9-10a	Today II	CM	9a-10a	--WTF--	:30	6	\$400.00	P-2	0.00	NM	6	\$2,400.00												
Today Show II																													
2X PER DAY																													
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																								
Week: 08/13/12	08/19/12	--WTF--	6	\$400.00	0.00																								
4	WKYC	08/15/12	08/17/12	M-F	5-6p	Dr. Phil	CM	5p-6p	--WTF--	:30	6	\$750.00	P-2	0.00	NM	6	\$4,500.00												
2X PER DAY																													
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																								
Week: 08/13/12	08/19/12	--WTF--	6	\$750.00	0.00																								
5	WKYC	08/15/12	08/17/12	M-F	6-630p	Channel 3 News at 6p	CM	6p-630p	--WTF--	:30	3	\$2,000.00	P-2	0.00	NM	3	\$6,000.00												
1X PER DAY																													
<table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 08/13/12</td> <td>08/19/12</td> <td>--WTF--</td> <td>3</td> <td>\$2,000.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 08/13/12	08/19/12	--WTF--	3	\$2,000.00	0.00	3	\$6,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																								
Week: 08/13/12	08/19/12	--WTF--	3	\$2,000.00	0.00																								

Order / Rev: 706100
 Alt Order #: 06275157
 Flight Dates: 08/15/12 - 08/21/12

Advertiser: Crossroads GPS
 Product Desc: CROSSROADS GPS
 Estimate: 1215

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WKYC	08/15/12	08/17/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	--W-F--	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
1X PER DAY															
Week:	08/13/12	08/19/12		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
				--W-F--			2	\$3,000.00	0.00						
7	WKYC	08/15/12	08/17/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	--WTF--	:30	3	\$1,400.00	P-2	0.00	NM	3	\$4,200.00
1X PER DAY															
Week:	08/13/12	08/19/12		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
				--WTF--			3	\$1,400.00	0.00						
8	WKYC	08/15/12	08/17/12	Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	6	\$850.00	P-2	0.00	NM	6	\$5,100.00
2X PER DAY															
Week:	08/13/12	08/19/12		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
				--WTF--			6	\$850.00	0.00						
9	WKYC	08/15/12	08/18/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	--WTFS-	:30	7	\$2,800.00	P-2	0.00	NM	7	\$19,600.00
2X W-F, 1X SA															
Week:	08/13/12	08/19/12		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
				--WTFS-			7	\$2,800.00	0.00						
10	WKYC	08/15/12	08/15/12	Wed Prime C Wed Prime C	CM	10-11p	--W----	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
Week:	08/13/12	08/19/12		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
				--W----			1	\$4,500.00	0.00						
11	WKYC	08/17/12	08/17/12	Fri Prime C Fri Prime C	CM	10-11p	----F--	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
Week:	08/13/12	08/19/12		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
				----F--			1	\$4,000.00	0.00						
12	WKYC	08/18/12	08/18/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
Week:	08/13/12	08/19/12		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
				-----S-			2	\$900.00	0.00						
13	WKYC	08/18/12	08/18/12	Sat 730-8p Sat 730-8P	CM	730-8p	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
Week:	08/13/12	08/19/12		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
				-----S-			1	\$500.00	0.00						
14	WKYC	08/18/12	08/18/12	Sat Prime B Sat Prime B	CM	9-10p (9:00 PM-10:00 PM)	-----S-	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
Week:	08/13/12	08/19/12		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
				-----S-			2	\$1,400.00	0.00						
Spot	Ch	Date Range	Description			Start/End Time		Weekdays	Length	Rate	Rtg	Type			
1	NKYC	08/13/12-08/19/12	Sat Prime B See MG 14.3,14.4			9-10p	(9:00 PM-10:00 PM)	-----Sa--	:30	(\$1,400.00)	0.00	NM			
2	NKYC	08/13/12-08/19/12	Sat Prime B See MG 14.3,14.4			9-10p	(9:00 PM-10:00 PM)	-----Sa--	:30	(\$1,400.00)	0.00	NM			
3	NKYC	08/13/12-08/19/12	Sat Prime Other Ⓜ MG for 14.1,14.2			Various		-----Sa--	:30	\$1,400.00	0.00	NM			
4	NKYC	08/13/12-08/19/12	Sat Prime Other Ⓜ MG for 14.1,14.2			Various		-----Sa--	:30	\$1,400.00	0.00	NM			
15	WKYC	08/18/12	08/19/12	SS 9-1030a Channel 3 News 9am Sa/Su	CM	9a-1030a Sa/Su	-----SS	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
1X PER DAY															
Week:	08/13/12	08/19/12		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
				-----SS			2	\$850.00	0.00						
16	WKYC	08/18/12	08/18/12	Sat 6-630p Channel 3 News at 6P SAT	CM	6-630p	-----S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
Week:	08/13/12	08/19/12		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
				-----S-			1	\$2,000.00	0.00						
17	WKYC	08/19/12	08/19/12	SUN TDY	CM	8a-9a	-----S	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00

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 Flight Dates: 08/15/12 - 08/21/12

Advertiser: Crossroads GPS
 Product Desc: CROSSROADS GPS WKYC
 Estimate: 1215

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NBC Today Show (Su)															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 08/13/12	08/19/12	-----S													
18 WKYC	08/19/12	08/19/12	Meet the Press Meet the Press	CM	1030a-1130a	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00	
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 08/13/12	08/19/12	-----S													
19 WKYC	08/19/12	08/19/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	-----S	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00	
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 08/13/12	08/19/12	-----S													
20 WKYC	08/20/12	08/21/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MT-----	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00	
1X PER DAY															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 08/20/12	08/26/12	MT-----													
21 WKYC	08/20/12	08/20/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00	
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 08/20/12	08/26/12	M-----													
22 WKYC	08/20/12	08/21/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MT-----	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00	
1X PER DAY															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 08/20/12	08/26/12	MT-----													
23 WKYC	08/20/12	08/20/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00	
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 08/20/12	08/26/12	M-----													
24 WKYC	08/20/12	08/20/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00	
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 08/20/12	08/26/12	M-----													
25 WKYC	08/20/12	08/20/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	M-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00	
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 08/20/12	08/26/12	M-----													
26 WKYC	08/20/12	08/20/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	M-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00	
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 08/20/12	08/26/12	M-----													
27 WKYC	08/20/12	08/21/12	Tonight Show Tonight Show	CM	1135p-1237a	MT-----	:30	4	\$850.00	P-2	0.00	NM	4	\$3,400.00	
2X PER DAY															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 08/20/12	08/26/12	MT-----													
28 WKYC	08/20/12	08/20/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	M-----	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00	
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 08/20/12	08/26/12	M-----													
29 WKYC	08/20/12	08/20/12	Mon Prime C Mon Prime C	CM	10-11p	M-----	:30	2	\$2,800.00	P-2	0.00	NM	2	\$5,600.00	
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 08/20/12	08/26/12	M-----													

Totals 74 \$103,450.00